

Message Text

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PAGE 01 AMSTER 00260 221302Z
ACTION EUR-12

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FM AMCONSUL AMSTERDAM
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INFO SECSTATE WASHDC 3409
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 260

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: FOREIGN BUYER VISIT: HEMA BV: SPECIAL HANDLING

REF: A) AMSTERDAM 211; B) USDOC 16986, SEPT 7, 1976

1. A SENIOR BUYER OF HEMA BV WILL VISIT U.S. APRIL 24/30 SEEKING AMERICAN SUPPLIERS OF CHILDREN S CLOTHING AND NIGHTWEAR. YEARLY SALES OF HEMA IN THESE TWO SUB-CATEGORIES ARE APPROXIMATELY US DOLS 43 MILLIONS. SPECIAL HANDLING BY USDOC IS REQUESTED.

2. MR. R.E. HEIJMANS OF HEMA WISHES TO CONTACT SUPPLIERS OF THE FOLLOWING ITEMS:

CHILDREN S BLOUSES, GIRLS, AGE GROUPS 3-6 AND 6-14

NIGHTWEAR, ESPECIALLY PYJAMAS AND GOWNS, GIRLS AND BOYS, AGE GROUPS 3-6 AND 6-14

HEIJMANS WILL BE LOOKING FOR APPAREL TO BE DELIVERED UNDER HEMA S PRIVATE LABEL. HE WILL VISIT NEW YORK CITY ONLY. ALTHOUGH UNWILLING TO ESTIMATE PROBABLE VALUE OF PURCHASES HE WILL MAKE, HEIJMANS HAS FULL BUYING AUTHORITY IN ALL LINES OF CHILDREN S CLOTHING AND NIGHTWEAR.

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FYI: CONSULATE ESTIMATES POTENTIAL SALES OVER NEXT YEAR COULD EXCEED US DOLS 1 MILLION.

3. AS REPORTED PREVIOUSLY, HEMA IS MAJOR DEPARTMENT STORE CHAIN WITH 124 VERY LARGE OUTLETS AND YEARLY SALES NOW IN EXCESS OF US DOLS 490 MILLIONS.

4. ACTION REQUESTED: USDOC IS ASKED TO IMMEDIATELY CONTACT AMERICAN SUPPLIERS OF ABOVE ITEMS. CONTACTS SHOULD BE MANUFACTURERS ONLY, NOT AGENTS OR OTHER INDIRECT SOURCES, AND SHOULD BE PREPARED TO SELL UNDER PRIVATE LABEL. TO MAXIMIZE OVERALL BENEFIT TO POST COMMERCIAL PROGRAM PLEASE CHANNEL ALL COMMUNICATIONS VIA THIS CONSULATE. INITIAL USDOC REACTION IS REQUESTED NLT APRIL 7, 1978.
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